

Central Hollywood
Coalition
of Directors

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Brian Folb
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Robertson Properties
Group

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AMPAS

Fred Rosenthal
Ametron

Katie Seymour
Sunset + Vine

Arthur Stroyman
Kilroy Realty
Corporation

Sarah Besley
Executive Director



July 30, 2014

TO: Miranda Paster
Acting Division Head
Administrative Services Division
Office of the City Clerk

FROM: Sarah Besley
Executive Director
Sunset & Vine Business Improvement District

A handwritten signature in black ink, appearing to read "Sarah Besley".

SUBJECT: 2nd Quarter Report

Pursuant to our agreement with the City of Los Angeles, I am submitting our Second Quarter Report on behalf of the Central Hollywood Coalition Board.

I. Operational Issues

- Lavanya Anand, from RBZ Accountancy Firm, presented the 2013 Financial Review to the board for their consideration and approval at the May 13 board meeting. The Report concludes that no material modifications are needed to conform with generally accepted accounting principles (GAP). A copy of the report was delivered to the City Clerk's Office in May.
- The board approved, at their May meeting, a one percent CPI increase to the 2014-15 assessment roll. The adjustment was approved in light of anticipated increases in maintenance costs and administrative fees, in particular office rent, which has not increased in over three years.
- The change order for the management contract between the Hollywood Property Owners Alliance and Central Hollywood Coalition was approved by the HPOA at their May meeting. It had been delayed pending resolution of the staffing needs associated with the retirement of the CHC Treasurer. It was determined there would be no additional burden placed on HPOA staff so the \$157,000 per annum agreement was approved.
- In May, President Carol Massie appointed Kitty Gordillo to fulfill the role as CHC Treasurer in place of Duke Gallagher, who recently retired.
- The transition of financial management duties from Duke Gallagher to Jose Gonzalez was completed in June. As part of the process, Besley met with Executive Committee members individually to gather signatures for the Wells Fargo bank accounts and review the check signing policies.

- The board approved the 2013 Tax Return, prepared by RBZ, at their July meeting. The return was approved as presented.

II. Security

- The joint security committee, comprised of representatives from both the Sunset & Vine BID and Hollywood Entertainment District BID, held meetings on April 10, May 8 and June 12, with representatives attending from LAPD and the City Attorney's Office.
- The Alcohol Task Force began considering the concept of a "donation station" to discourage panhandling. As an example, staff brought information about a red parking-type meter, currently successfully being used in San Diego to discourage panhandling. Red meters were placed on private property throughout the downtown neighborhoods allowing the public to make donations directly to help the homeless to assist them to return to their homes, fund move-in kits, and support expenses associated with job interviews. Staff is going to work with the council office to pursue this.
- Staff, in concert with technical consultant Metro Video, continued their efforts to install nine security cameras for LAPD throughout both districts. Obtaining liability clearance for the installation of a repeater on a building within the Sunset & Vine BID has proved challenging.

III. Marketing

- Devin unveiled the *Only in Hollywood* website (www.onlyinhollywood.org) to the board at their May meeting. The main page contains general interest stories, and also functions as a portal for the Hollywood and Sunset & Vine BIDs.
- The Sunset & Dine planning committee met numerous times over the course of the quarter. The third annual Sunset & Dine event will take place on October 2, 2014 at the Taglyan Cultural Complex on Vine with proceeds benefitting The Center at Blessed Sacrament. In June, the board approved a \$5,500 proposal from Haines & Co. for PR and marketing services related to the event.

IV. Streetscape & Planning

- The Streetscape and Planning Committee met on May 5th. Representatives from CD-13 and the Walk of Fame Historic Trust were in attendance.
- Over the course of several weeks, beginning in mid-May, 48 of the 55 Jacarandas planted on Vine Street, between Sunset and Santa Monica Boulevards, as part of the Green Vine project were vandalized. The value of the trees alone is about \$12,000 and the total value of the project is in the tens of thousands of dollars. The board approved a \$1,000 cash reward at their June meeting, however no credible witnesses were identified. Staff initiated an investigation using a surveillance camera and has filed a police report. The board intends to plant new trees once the perpetrator is captured.

- The streetscape committee and staff continue to evaluate the feasibility of purchasing seven used solar compactors from the Historic Filipinotown neighborhood. Staff continues to research all costs related to the refurbishment and installation of the units before the purchase is finalized.
- Sarah Besley and Brian Folb attended a meeting on June 17th hosted by DOT and their consultants for the Hollywood Bike Plan. The meeting was intended to be an opportunity to share information, identify areas of concern and meet the lead traffic consultant who will be working on the Plan.

V. Other

- Staff attended a number of special meetings throughout the quarter including: the Mayor's parking management committee; lunch with CD-13 Planning staff; a stakeholder's Eco Awareness Summit; and the Chamber's Economic Summit.
- Staff organized an event, at the request of the Lesbian Gay Real Estate Group (LGREG), to showcase Hollywood investment opportunities. The event was held on April 23, 2014 in the former Drai's space at the W Hotel. A panel discussion was held after the presentation.
- During this period, Sarah Besley travelled to Sacramento to testify in favor of AB 2618 (Perez), the bill that clarifies the distinction between a general and special benefit in an assessment district. Related to this, the board authorized an expenditure of \$5,100 toward the coalition effort to secure passage of this legislation.
- In April, Kerry Morrison travelled to San Pedro to speak to a downtown neighborhood group about how Hollywood 4WRD was organized and how the business community is involved in ending homelessness.
- Morrison attended the IDA Canadian regional conference in Victoria BC in late April, and participated on a panel related to homelessness.
- Staff attended the CA Downtown Association conference in San Diego on May 19, and Morrison did a "master talk" on chronically homeless mentally ill individuals in the BID.
- Morrison attended two meetings of the newly elected Central Hollywood Neighborhood Council and indicated that they are holding elections to fill four open seats in June.
- BID staff organized a meeting on July 9th with Dr. Lucy Jones and several BID stakeholders to discuss the concept of an earthquake rating system, as proposed by the Mayor, and strategies for financing retrofitting concrete buildings.

Summary of Activities

Category	Q2	Year to Date
Arrests	137	216
Radio Calls	549	1,021
Business Contacts	2,821	4,112
Citizen Contacts	2,476	3,987
Homeless Referrals	176	287
Trash Bags/ Tons Removed (approx.)	4,050 bags	8,100 bags
Graffiti Removed (approx.)	1,170 tags	2,340 tags